Eighth Pillar: Culture

Overview of Current Situation

Throughout history Egyptian intellectuals have influenced both Arab and international thought and contributed to all fields. The prominence of Egyptian culture includes translation and other contributions in literature—poetry, drama, novels, and literary essays. Egypt has also made great contributions to the cinema, to vocal and plastic arts, to photography, and to architecture. Our cultural heritage is evidence of a long-standing civilization, gifting the world a cultural heritage of great influence.

Culture contributes in developing the citizen through a set of core positive values around which a minimum level of agreement is achieved. Cultural industries come on top of the cultural motives, which witnessed major leaps over the last period improving its role in the cultural system. In addition, the scope of Egyptian culture extends to include all tangible and intangible forms of heritage, as traditional industries represent a genuine part of our cultural industries.

Unlike other Egyptian constitutions, the Constitution of 2014 paid unprecedented attention to cultural issues, as it states the concept of cultural justice, and includes a chapter on cultural pillars consisting of four articles in the second part entitled 'Fundamental Pillars of Society,' in addition to other articles highlighting rights, freedoms, and public duties. These culture-related articles in the constitution assert the State's commitment to preserve cultural identity and its diversity within Egyptian society. These articles also highlight the State's commitment to protect and preserve ancient monuments and to protecting the modern cultural wealth in its diverse forms.

The current situation of the cultural system in Egypt reflects various manifestations that underline strengths and a number of challenges that cannot be overlooked. Thus, a cultural vision and strategy were set to face such challenges and to implement various cultural and heritage programs that develop the entire cultural system. The government has already started implementing some cultural programs competent to finance innovative cultural projects such as 'Think and Innovate,' 'Awladna,' and 'Acquire a Craft.' The government has already started to train young people to develop arts and craftsmanship.

Strategic Vision for Culture to 2030

Create a system of positive cultural values respecting diversity and differences. Enable citizens to access knowledge, building their capacity to interact with modern developments, while respecting their history and cultural heritage. Give them the wisdom of freedom of choice and of cultural creativity. Add value to the national economy, representing Egypt's soft power at both regional and international levels.

Strategic Objectives for Culture to 2030

This strategic vision focuses on achieving three main objectives during the next 15 years, as follows:

Objective	Definition
Support cultural industries as a source of strength for the economy.[1]	Empower cultural industries to become a source of strength and value-added for the Egyptian economy to achieve development, thus making culture the base for supporting Egypt's soft power regionally and internationally.
Improve the efficiency of cultural institutions and workers	Enhance the efficiency and effectiveness of cultural institutions, maximizing their role and impact, extending their scope as well as improving the efficiency of the employee in the cultural system in line with current reality and conditions.
Protect and promote all forms of heritage	Protect and maintain cultural heritage and raise internal and external awareness.

The **first objective** is to develop cultural industries including cinema, theatre, music, plastic arts, radio and television, publishing and literature, and traditional crafts. The **second objective** is to enhance the efficiency of cultural institutions and employees, reducing the geographical gap in services provided and supporting civil cultural activity. The **third objective** is to maintain Egypt's heritage through means of protection, maintenance, and awareness as well as attracting local and international visitors.

Key Performance Indicators for Culture to 2030

Key performance indicators include those that currently exist at the levels of inputs, outputs, and results. Thus, current and targeted values, by years 2020 and 2030 for such indicators were determined as well as newly devised indicators, which are to be put into a suitable framework in collaboration with the concerned parties, as follows:

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[1] UNESCO defines cultural industries, according to the terms of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions signed by Egypt in 2005, as industries that "produce and distribute cultural goods or services, which at the time they are considered as a specific attribute, use or purpose; embody or convey cultural expressions, irrespective of the commercial value they may have. Cultural activities may be an end in themselves, or they may contribute to the production of cultural goods and services."

Quantitative Indicators

S.N	Indicator Category	Indicator	Definition	Current Status	2020 Target	2030 Target
1	Strategic Results	Tourism and travel competitiveness	Measures Egypt's rank among countries attractive to tourists based on defined criteria	85 (1)	70	60
2	Outputs	Geographical gap in the ratio of public libraries/100,000 people	Measures the geographical gap among regions in access to public libraries	0.35(2)	0.2	0.1
3		Geographical gap in the ratio of cultural centers/100,000 people	Measures the geographical gap among regions in access to cultural centers	1.95(2)	1.0	0.5
4		Number of foreign visitors to museums and heritage sites (million visitors)	Measures the ability of museums and touristic areas to attract foreigners	1.8 (2) million visitors	2.3 million visitors	3.3 million visitors
5		Number of Egyptian visitors to museums and heritage sites (million visitors)	Measures the ability of museums and touristic areas to attract Egyptians	7.5 (2) million visitor	9.45 million visitor	12.7 million visitor

Suggested New Indicators:

S.N	Indicator Category	Indicator	Definition	Measurement Equation	Measurement Mechanism
1	Strategic results	Indicator of main positive values	This indicator reveals the behavioral outcomes by means of measuring the main values in society		Form a committee to identify main positive values upon which the indicator and measurement mechanism will be based

S.N	Indicator Category	Indicator	Definition	Measurement Equation	Measurement Mechanism
2		Cultural industries' contribution to GDP	This indicator measures the total contribution of cultural industries to GDP	Cultural product to GDP ratio	Form a committee to identify main positive values upon which the indicator and measurement mechanism will be based
3		Indicator of cultural product exports	This indicator shows the volume of Egyptian cultural product exports	Total exports of cinema, theatre, publishing, literature, music and singing, ceramic arts, radio and television, press and traditional crafts	Form a committee to identify the main positive values upon which the indicator and measurement mechanism will be based as well as the weighted values of specific exported cultural industries
4		International awards, and certificates of excellence for Egyptian intellectuals or cultural works	Shows the success of Egyptian cultural exports at the international level, represented in awards, recognition, and certificates		Form a committee to identify the global art awards upon which the indicator will be based
5		Indicator of the condition of monuments	Measures the general condition of Egyptian monuments by measuring several factors such as priority, condition, availability to visitors, and registration	Weighted average of the following: Registered monuments Restored monuments Number of visitors	Form a committee to identify the indicator measurement mechanism by using the sub-indicators mentioned in the measurement equation cell.
6		Geographical gap in the indicator of main positive values	Shows how far the gap among governorates in terms of main positive values has been reduced	Difference between highest and lowest governorates in the main positive values	Form a committee to identify main positive values upon which the indicator and measurement mechanism will be based
7	Outputs	Cinema indicator	This indicator shows the cinema activity at local and international levels	Composite indicator of: revenues, movie theatres,	Form a committee to identify the indicator's measurement mechanism by using the sub-

S.N	Indicator Category	Indicator	Definition	Measurement Equation	Measurement Mechanism
				produced films, views, electronic views, expenditures, imports and exports, and cinematic services	indicators mentioned in the measurement equation cell
8		Theatre indicator	This indicator shows the development of theatre activity at local and international levels	Composite indicator of: revenues, theatres, shows, show opening nights, theatre-goers, and expenditures	Form a committee from competent entities and international experts to identify measurement mechanism by using the sub-indicators in the measurement equation cell and weighted averages
9		Publishing and literature indicator	Shows the development of publishing and literature activity at local and international levels	Composite indicator of: published literature, copies, cultural press, revenues, imports and exports, publishing houses, distribution outlets, exhibitions, electronic publishing, and translation	Form a committee from competent entities and international experts to identify the indicator's measurement mechanism by using the sub-indicators mentioned in the measurement equation and the weighted averages
10		Music and singing indicator	Shows the development of music and singing activity at local and international levels	Composite indicator of: revenues, imports and exports, albums, concerts, and online listenership	Form a committee from competent entities and international experts to identify the indicator measurement mechanism by using the sub-indicators mentioned in the measurement equation and the weighted averages
11		Plastic arts indicator	Shows the development of ceramic arts activity	Composite indicator of: revenues,	Form a committee from competent entities and international experts to

S.N	Indicator Category	Indicator	Definition	Measurement Equation	Measurement Mechanism
			at local and international levels	exports, exhibition halls, and fairs.	identify the indicator's measurement mechanism by using the sub-indicators mentioned in the measurement equation
12		Cultural radio and television production indicator	Shows the development of cultural activity in radio and television at the local and international levels. It includes documentary films, drama, and cultural programs.	Composite indicator of: revenues, viewership/ listening (internal and external), viewership (online)/ listenership, exports and imports, and expenditures	Form a committee from competent entities and international experts to identify the indicator's measurement mechanism by using the sub-indicators mentioned in the measurement equation cell and its weighted values
13		Traditional crafts indicator	Shows the development of traditional crafts activity on the local and international levels	Composite indicator of revenues, exports, distribution outlets, and exhibitions	Form a committee from competent entities and international experts to identify the indicator's measurement mechanism by using the sub-indicators mentioned in the measurement equation cell and its weighted values
14		Cultural activity at schools (acting, singing, and the arts)	Shows the development of cultural activity level within schools	Composite indicator of the total number of participants along with geographical gaps	Form a committee to identify the indicator's measurement mechanism by using the sub-indicators mentioned in the measurement equation cell and its weighted values
15		Cultural activity at universities (acting, singing, and the arts)	Shows the development of cultural activity level within universities	A composite indicator of: the total number of participants along with geographical gaps	Form a committee from competent entities and international experts to identify the indicator's measurement mechanism by using the sub-indicators mentioned in the measurement equation cell and its weighted values

S.N	Indicator Category	Indicator	Definition	Measurement Equation	Measurement Mechanism
16		Number of foreign visitors to official heritage websites	Shows the extent to which official heritage websites attract foreigners	Total number of foreign official archaeological websites visitors	A committee will be formed to achieve a targeted objective
17		Number of Egyptian visitors to official heritage websites	Shows how far official heritage websites can attract Egyptians	Total number of Egyptian official archaeological websites visitors	A committee will be formed to achieve a targeted objective
18		Intellectual property protection	Shows how far intellectual property is protected from violations in Egypt		Form a committee to identify a reliable source for the indicator
19		Geographical gap in expenditure on cultural activity per capita	Shows the equality of cultural expenditure among governorates	Identify the highest and lowest governorate in terms of per capita spending on cultural activity	Form a committee from competent entities and international experts to identify the indicator's measurement mechanism by using the sub-indicators mentioned in the measurement equation cell and its weighted values
20	Inputs	Ratio of expenditure on national cultural activity to the total State's cultural budget	Shows the level of expenditure directed to national cultural activity	Total budget of national culture/ total budget of culture	A committee will be formed to achieve targeted objective
21		Ratio of the State's cultural budget to its total budget.	Shows the level of expenditure directed to culture activity	Total budget of culture/total budget of the country	The competent authority will set the current indicator value, then a committee will be formed to achieve the targeted objective
22		Restoration efficiency	Shows the extent to which human and	Number of reconstruction	Forming a committee from competent entities

S.N	Indicator Category	Indicator	Definition	Measurement Equation	Measurement Mechanism
			material resources are available for the reconstruction of monuments	laboratories, number of restorers, number of reconstructed monuments	and international experts to identify the indicator's measurement mechanism by using the sub-indicators mentioned in the measurement equation cell and its weighted values
23		Ratio of expenditure on restoration and maintenance of monuments from international grants to total expenditure	Shows the level of spending on reconstruction and maintenance of monuments from international donations	Total expenditure on restoration and maintenance of monuments from international donations/ expenditure on restoration and maintenance of monuments	The competent authority will set the current indicator value, and then a committee will be formed to achieve the targeted objective
24		Number of heritage sites registered by UNESCO[2]	Shows the extent of international protection of Egyptian monuments	Total number of heritage sites registered by UNESCO	A committee will be formed to achieve the targeted objective.

Challenges of Culture

Challenges of culture are divided into **three sets.**

The first set is known for its great impact and relative flexibility to control. Therefore, it becomes of first priority; and includes:

- **Absence of binding regulations for the protection of intellectual property rights, competitiveness, and monopoly prevention.** The development of a cultural system in Egypt needs a review of legislation related to the protection of intellectual property rights, competitiveness, and preventing monopolies to create an attractive environment for cultural industries, development, and increasing the level of contribution to economic activity and promoting its competitiveness locally and internationally.

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[2] UNESCO - United Nations Educational, Scientific and Cultural Organization

- **Poor cultural and heritage institutions, disagreement over specialties, and lack of coordination.** Poor coordination among cultural institutions leads to disparity in the services provided in terms of quality, availability, and lack of the optimal use of the diverse resources that are available to all governorates.

The second set of challenges is characterized by a relatively limited impact and ease of control. These include:

- **Disparity in the availability of cultural services among governorates,** which limits the scope of a balance in cultural industries' influence among the regions and governorates in Egypt.

- **Lack of financing cultural and artistic works.** Poor financing is seen as the main obstacle to development of cultural industries in production, marketing, and exporting.

- **Lack of financial allocations for the maintenance and protection of heritage and archeological sites.** These financial allocations are not proportional to the size of archeological and heritage sites that need reconstruction, maintenance, and protection.

- **Poor awareness of the importance of intellectual property and its protection.[3]** Cultural products suffer from lack of awareness on the part of both producers and consumers regarding the importance of protecting intellectual property and its role in motivating and protecting cultural industries. This attitude is supported by the lack of prosecution of infringements on intellectual property. This negatively impacts cultural production in general, and its economic outcome and competitiveness locally and internationally.

- **Relative decline in the Egyptian product effectiveness regionally and internationally,** despite the former leadership of its cultural products at the regional and international levels.

- **Lack of digital information about heritage.** This challenge underlines shortcoming in coping with international technological developments, which impacts the ability of Egyptian heritage to attract tourists.

- **Lack of vision for developing traditional crafts,** which poses a threat to the sustainability of those craft industries despite their great importance. Economic and social opportunities will be lost if those industries are not developed to be a universal force.

- **Limited effect of cultural services in education.** Culture should instill positive values and embrace talents at schools and universities having a positive effect on the formation of the feelings of young people at an early stage of their lives.

The third set of challenges includes those of lower priority, but this does not indicate they should be ignored. These include:

- **Encroachment on archaeological sites and threats to sites from groundwater.** Cultural sites face many threats from infringements on the physical site and from geological risks that may lead to the loss of this cultural wealth.

- **Protection of intangible heritage,** including Egypt's important cultural treasures, especially in the fields of cinema, theatre, music, singing, and television production. Protecting this neglected intangible heritage is one of the challenges that face sponsors of culture and those interested in an attempt to preserve the Egyptian identity.

Cultural Programs to 2030

Within the framework of the comprehensive vision and the strategic objectives of the culture and performance indicators that have been selected to measure the extent of development done periodically in order to achieve its objectives and feel the impact on the future vision of Egypt by 2030, and in addition to the policies, programs, and projects related to cultural development included in the Government's program for the period 2016-2018, the following programs are expected to contribute in achieving the strategic vision, objectives, and indicators:

Legal Framework and Governance Development Programs:

Reviewing laws and legislation related to cultural industries and heritage protection

- **Program Description:** Make a comprehensive review of all laws and regulations related to cultural industries and heritage across sectors. This will create a motivating environment for cultural production and heritage protection. The review of this legislation is intended to be finished by 2018 and is considered a low-cost program.

- **Key Elements:**

  - Review of Protection of Cultural Objects Law number (117) of 1983, as amended.

  - Review of Penal Code number (58) of 1937.

  - Review of Publications Law number (20) of 1936.

  - Review of Law No (96) of 1996 concerning the Regulation of the Press.

  - Review of law number (121) of 1975 on Preserving Official Documents of the State and regulating the way they are published.

  - Review of law number (24) of 1999 and its executive regulation on imposing a Tax for Entering Theatres and other places of entertainment.

  - Review of Intellectual Property Law to ensure protection of cultural industries.

Developing and restructuring the cultural system

- **Program Description:** Raising the degree of governance in the cultural system through reconstruction in a way that eliminates the conflict of jurisdictions, harmonizing visions, coordination, and integration among different governmental bodies and the private sector. The program is to be implemented consistently until 2030, and it is considered a low-cost program.

- **Key Elements:**

  – Update regulations governing the work of unions, chambers, and syndicates associated with the cultural process in order to develop their performance to be able to carry out their tasks and assignments concerning the development of its work within the framework of ambitious strategic objectives.

  – Apply a modern governance system on all the cultural institutions to seek transparency and improve supervision and accountability without imposing additional limitations.

Programs that Support Achieving the Strategic Vision and Objectives of Culture:

Adopt a set of programs to raise historic and cultural awareness within society

- **Program Description:** Launch a comprehensive program aimed at achieving integration among the different efforts exerted to raise historic and cultural awareness of society. This program will continue until 2030, and will be updated consistently according to local and international developments. It is considered a medium-cost program.

- **Key Elements:**

  – Launch competitions and excellence degrees at schools in order to encourage cultural activity for students.

  – Launch competitions at the universities in order to encourage cultural activity for university students.

  – Include school trips to historic and archeological sites and documentary films on heritage into the tools of personal development for Egyptians in basic education.

  – Coordinate between the Ministry of Youth and Sports and the Ministry of Culture to provide and promote cultural activities in youth centers.

  – Allocate media to raise awareness about Egyptian heritage through programs and competitions that attract different ages and strata of society.

- Produce movies and documentary films about historic cities, heritage sites, monuments, and traditional crafts to raise awareness about Egyptian heritage.

- Hold events and festivals at heritage sites in order to attract the greatest possible number of Egyptians and foreigners.

Establish an integrated database for cultural products and activities in Egypt

- **Program Description:** Establish an integrated data structure for cultural work that enables planning that is based on accurate data and provides a great deal of information about culture and heritage and participating in protecting, documenting, and digitalizing it. This program is to be finished by 2018, and is considered a low-cost program.

- **Key Elements:**

  - Establish a database for original and translated intellectual production to motivate the diversity of outputs and of non-repetition.

  - Launch a national program to digitize all tangible and intangible forms of heritage and make it accessible electronically to ensure the protection of intangible heritage.

  - Prepare an integrated atlas for the cultural services map and make it electronically accessible to facilitate exchange of information.

  - Prepare an integrated atlas for the cultural and heritage sites map and make it electronically accessible to facilitate exchange of information.

Increase the efficiency of the cultural services infrastructure and expand its scope

- **Program Description:** Develop the infrastructure of cultural services, reducing its geographical gaps among governorates and building the capacity of national competence for heritage and cultural management. This program is targeted for completion by 2026. This is a medium-cost program.

- **Key Elements:**

  - Turn specialized cultural points into comprehensive cultural centers that allow practicing different cultural activities, with the precedence given to the neediest areas.

  - Reopen closed cultural sites to ensure full coverage and exploitation of all available sites.

  - Activate and expand the scope of partnerships with the private sector to raise the efficiency of cultural infrastructure.

  - Establish and develop academic programs for heritage and cultural management in collaboration with universities to qualify those who are working in the cultural field.

Protect and develop heritage crafts

- **Program Description:** Protect and develop heritage crafts through financing and marketing stimulation, supporting promotion through exhibitions and tourist programs, and launching technical qualification programs to ensure transference of knowledge. This program is scheduled for completion by 2020, and is a medium-cost program.

- **Key Elements:**

  - Launch a national program to identify and document heritage crafts for development and sustainability.

  - Develop technical qualifications programs for heritage crafts aiming to transform and exchange knowledge about these crafts.

  - Adopt a package of marketing and financing motives to stimulate heritage industries.

  - Expand establishment of temporary and permanent exhibitions for heritage craft products to support marketing and outreach.

  - Include heritage crafts in the content of tourist promotion programs to raise awareness locally and internationally.

Support and empower cultural industries

- **Program Description:** Encourage and protect cultural production through the establishment of an environment that stimulates the growth of cultural industries. This environment would ensure its protection and provide additional financing and marketing channels necessary for the growth and expansion of its effect. This program is to be implemented by 2020 and is a medium-cost program.

- **Key Elements:**

  - Adopt a package of marketing and financing incentives necessary for the stimulation of cultural industries.

  - Increase the Ministry of Culture's budget share for unique work to encourage the production of high-quality work.

  - Support organizing and participation in international exhibitions, festivals, and competitions to promote marketing and spread knowledge of Egypt's cultural industries.

  - Expand cultural exchange programs in various areas to raise awareness locally and internationally about Egyptian cultural industries.

- Adopt a periodic program to qualify those working as art works police and raise their awareness about the framework needed to protect intellectual property.

Protect and maintain heritage

- **Program Description:** Protect and maintain heritage through a package of policies and plans that aim to update techniques of protection and reconstruction. This program is to be implemented by 2030, and is a high-cost program.

- **Key Elements:**

  - Link archaeological sites to insurance and monitoring electronic systems to provide security and protection for archaeological sites.

  - Undertake maintenance and reconstruction of mosques and churches to unify the priorities of maintenance and financing.

  - Apply new techniques in carrying out reconstruction works and construction of deep wells to ensure consistency of the ground water level without affecting monuments.

  - Expand production and sale of transcripts and archaeological books.

  - Expand registering heritage monuments with UNESCO, referring to the threats facing these monuments to ensure international rights.